

WISCONSIN STATE FAIR

AUGUST 3-13, 2023

Presented By  uscellular

MEDIA ADVISORY

To: Assignment Editors, Producers, Reporters

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Date: Tuesday, May 16, 2023

WISCONSIN STATE FAIR DEBUTS ALL-NEW SHOW, CIRQUE AT THE FAIR

A free show with VIP upgrades available

[Wisconsin State Fair](#) officials are elated to announce the debut of an all-new free show at the 172nd Wisconsin State Fair, [Cirque at the Fair](#)! This new spectacular is sure to entertain Fairgoers of all ages.

Cirque at the Fair will feature a cast of aerial artists, acrobatic experts, an exciting fast-paced juggler, and more. This epic production will take place in a new custom-built Big Top Tent located on the south end of the Fair Park.

Cirque at the Fair will have [multiple shows](#) each day and is free with a State Fair admission. For those wanting a more up-close experience, VIP ringside seats are available for \$10 per person and can be purchased online in advance or during the State Fair outside the Big Top Tent. VIP tickets are limited and anticipated to sell-out for popular showtimes; it is recommended to purchase online in advance at [WiStateFair.com](#).

In addition to Cirque at the Fair, the 2023 Wisconsin State Fair promises to be as thrilling as ever with new foods, attractions, entertainment, exhibits, and more. Admission tickets are on sale for \$14 now through June 30 at the State Fair Ticket Office and [WiStateFair.com](#).

About the Wisconsin State Fair

The 2023 Wisconsin State Fair, presented by UScellular, takes place Aug. 3 – 13. The State Fair offers a unique experience to all who attend and is an exceptional value. Enjoy dozens of FREE entertainment stages, exciting rides and games in SpinCity, thousands of animals, endless family activities, events, contests, shopping vendors, and culinary delights. For more information, visit [WiStateFair.com](#) or follow us on [Facebook](#), [Instagram](#), and [Twitter](#).

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